AGORADA 2014

Dialogue on Eco-Innovation

Brussels, 16/17 June 2014

Greater Birmingham and West Midlands Brussels Office
22/28 Avenue d'Auderghem
B-1040 Bruxelles

Monday 16 June 2014	
13.00 – 13.30	**Registration of the participants and welcome coffee**
Benefitting from Innovations for Greening the Value Chain	
13.30 – 13.45	**Welcome and Setting the Scene** Christian SAUBLENS – EURADA Dick VAN BEERS – Collaborating Centre on Sustainable and Consumption and Production (DE)
13.45 – 15.00	Keynote speakers • **The Business Case of Greening the Value Chain** Christian TRAISNEL – CD2E Acteur de l'Eco-Transition (FR) • **Benefits of cross-sectorial Eco-innovation along the Value Chain** Sabina SCARPELLI – CIRCE Foundation (ES) • **Our Success Story and Lessons learnt for Eco-Innovation along the Value Chain** Gianluca SALVATORI – Progetto Manifattura in Rovereto (IT) • **Eco-innovation in the Furniture Industry** Francisco J. MELERO – CETEM Centro Tecnológico del Mueble y la Madera de la Región de Murcia (ES)
15.00 – 15.30	**Access to Finance for Eco-innovation along the Value Chain** A panel discussion will focus on opportunity areas and barriers in access to finance for SMEs when trying to implement eco-innovation in supply chains. • **Funding Options for SMEs to implement Eco-innovation: Towards Resource Wisdom** Prikko KORHONEN – City of Jyväskylä (FIN) • **Options for SMEs to be attractive to investors** Roberto ALGARRA – Instituto Valenciano de Competitividad Empresarial (ES)
15.30 – 16.00	**Coffee Break**
16.00 – 17.00	**Discussions in Round Tables** Group discussions on key opportunity areas and barriers for eco-innovation along the value chain as well as concrete steps to enhance them

17.00 – 17.30	**Reporting of the Round Tables: findings and recommendations**
17.45 – 18.30	**General Assembly of EURADA**

Tuesday 17 June 2014	
	Policy Dialogue: Take up of Eco-Innovation in Regional Strategies
9.30 – 9.45	**Setting the Scene** Tomi TURA – Lahti Region Development LADEC Ltd (FIN) **Introduction to GreenXpo project and the Innovationseeds platform** Karen BOEHME – PtJ - Forschungszentrum Jülich GmbH (DE)
9.45 – 11.00	Keynote speakers • **Involvement of Regions in the Climate Knowledge and Innovation Community** Manuel IRUN – Climate KIC • **How do US Economic Development Organisations deal with Eco-Innovation?** Bill SPROULL – International Economic Development Council (USA) • **Strengths and Weaknesses in regional business environments in Europe: Eco-innovation Scoreboard** Laurent FRIDERES – PricewaterhouseCoopers (LU)
11.00 – 11.30	**Coffee Break**
11.30 – 12.45	**Discussions in Round Tables** Group discussions on how to best support eco-innovation in regional strategies
12.45 – 13.15	**Reporting of the Round Tables: findings and recommendations**
13.15	**Networking lunch around a sandwich buffet**

19.5.2014

This event is organised within the framework of the **greenXpo** project which is funded by the European Union under FP7.